Appendix 3

1. Proposed Amendments to Figures 4 and 5 (Changes Indicated in Red)
2. Amendments to the Specification to Correspond to Amended Figures
   a. Copy showing changes made, indicated by underlining.
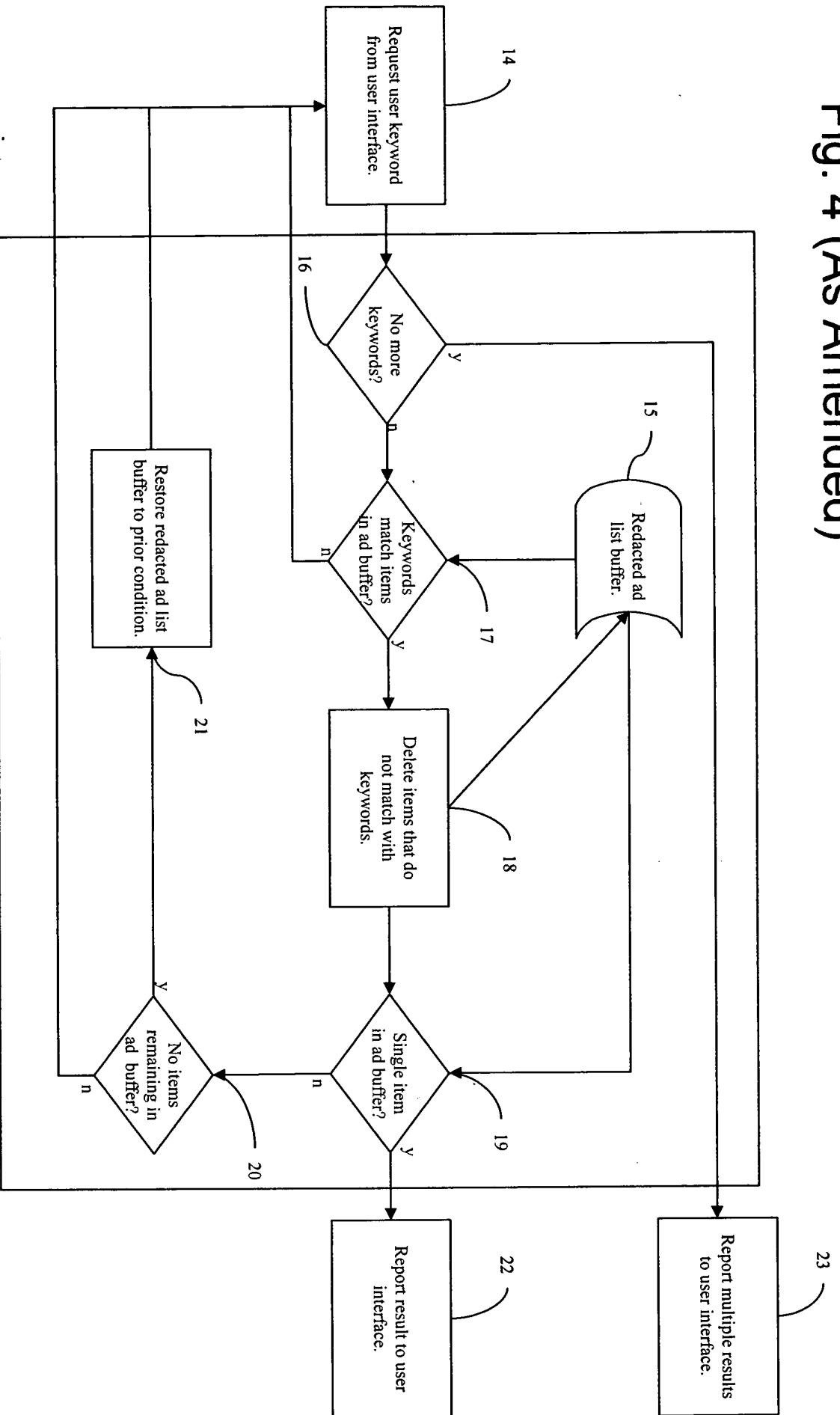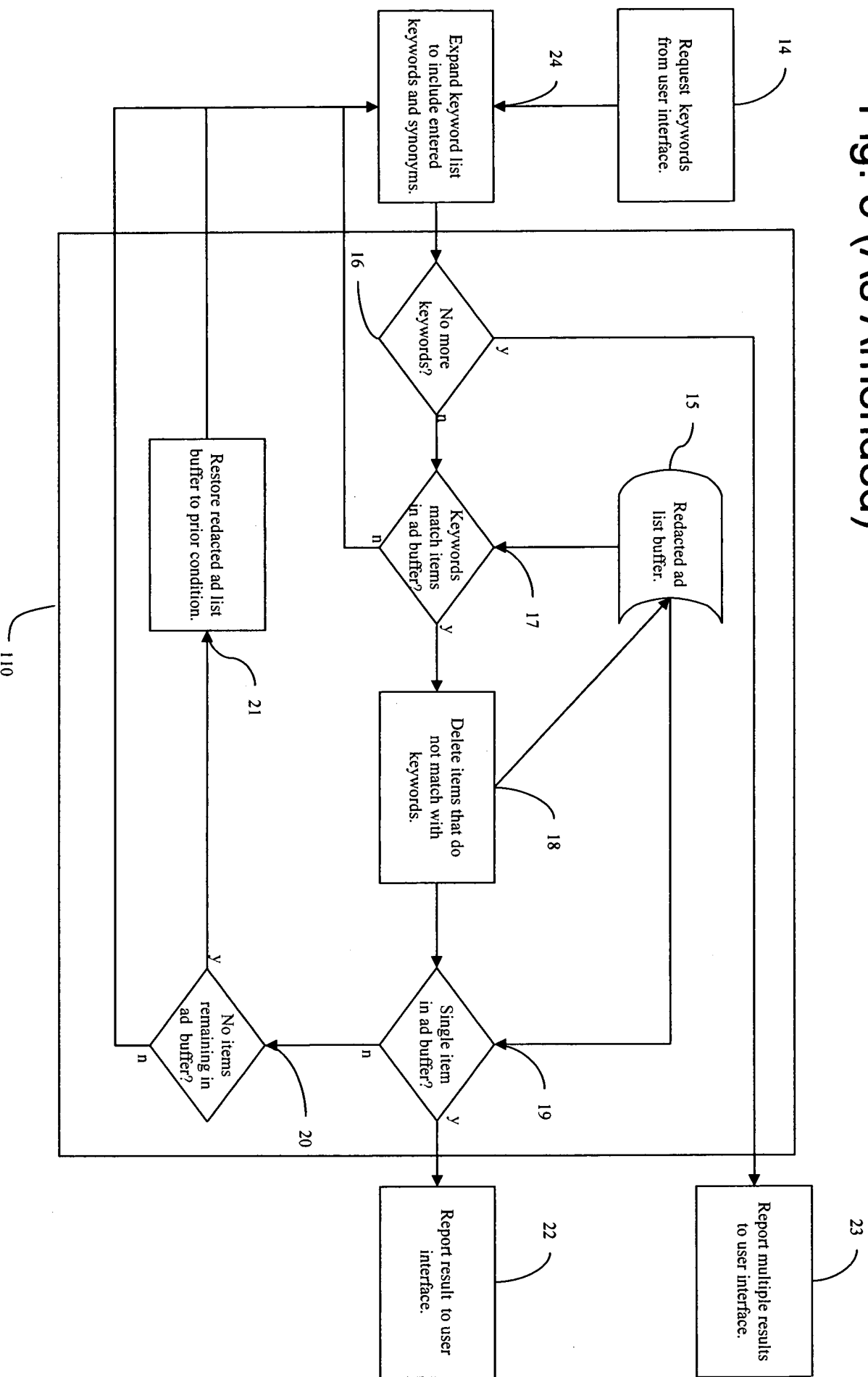   b. Clean copy

Fig. 4 (As Amended)

```
                    ┌──────────────────┐
                    │ Request user     │
            14 ──── │ keyword          │
                    │ from user        │
                    │ interface.       │
                    └────────┬─────────┘
                             │
                             ▼
                          ╱──────╲
                         ╱  No more ╲ ──y──────────────────────────┐
                  16 ──  ╲ keywords? ╱                             │
                          ╲────┬────╱                              │
                               │ n                                │
                               ▼                                  │
                          ╱─────────╲                            │
                         ╱ Keywords   ╲ ◄──────┐                 │
                    n ──╱ match items  ╲       │  ┌──────────────┐│
                        ╲  in ad buffer?╱──15── │  │ Redacted ad  ││
                         ╲─────┬───────╱        │  │ list buffer. ││
                               │ y      17      │  └──────┬───────┘│
                               ▼                │         │        │
                    ┌──────────────────┐        │         │        │
                    │ Delete items     │        │         │        │
                    │ that do not      │◄───18──┘         │        │
                    │ match with       │                  │        │
                    │ keywords.        │──────────────────┘        │
                    └────────┬─────────┘                           │
                             │                                     │
                             ▼                                     │
                          ╱───────╲                               │
                         ╱ Single   ╲ ──y──────────┐              │
                  19 ── ╲ item in    ╱              │              │
                        ╲ ad buffer? ╱              │              │
                         ╲────┬─────╱               │              │
                              │ n                   │              │
                              ▼                     │              │
                          ╱───────╲                 │              │
                  y ──── ╱ No items ╲ ──n           │              │
                        ╲ remaining  ╱              │              │
                        ╲ in ad     ╱               │              │
                        ╲ buffer?  ╱  20            │              │
                         ╲────────╱                 │              │
                                                    ▼              ▼
   ┌──────────────────┐                    ┌──────────────┐ ┌──────────────────┐
   │ Restore redacted │                    │ Report result│ │ Report multiple  │
21─│ ad list buffer   │                    │ to user      │ │ results to user  │
   │ to prior         │                    │ interface.   │ │ interface.       │
   │ condition.       │                 22─│              │ │                  │──23
   └──────────────────┘                    └──────────────┘ └──────────────────┘
```

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Fig. 5 (As Amended)

Request keywords
from user interface.

14

Expand keyword list
to include entered
keywords and synonyms.

24

No more
keywords?

16

y

n

Keywords
match items
in ad buffer?

n

15

Redacted ad
list buffer.

17

y

Delete items that do
not match with
keywords.

18

Restore redacted ad list
buffer to prior condition.

21

110

Single item
in ad buffer?

n

19

y

No items
remaining in
ad buffer?

20

n

y

Report result to user
interface.

22

Report multiple results
to user interface.

23

[00052] The process of figure 4 uses keywords entered in freeform at (14) that is tested to determine whether it matches any of the items in (15) the redacted ad list buffer. The output of (14) is first passed through (16) a decision point that determines whether all of the keywords from (14) have been exhausted. If there are no keywords pending, the contents of (15) are passed to (23) and reported to the user via the user interface. If at least one keyword is pending, it is passed to (17) a decision point which queries whether the pending keyword matches any of the items in the ad buffer. Upon finding one or more matches, the redacted ad list buffer (15) is redacted further by removing those advertisement records that do not match the pending keyword. If (17) determines that no match with the pending keyword was found, a new keyword is requested at (14). The process of (18) passes to (19) a decision point that determines whether the ad list buffer contains a single item. If the ad list buffer contains a single item, the result is reported by (22) to the user via the user interface. If no items or more than one item is contained in the ad list buffer, control is passed to (20) a decision point which determines whether the redacted ad list buffer is empty. If the redacted ad list buffer is empty, control is passed to (21) which restores the redacted ad list buffer to its condition prior to testing by the last keyword and then passes control to (14). If at (20) the redacted ad list buffer contains more than one item, control is passed to (14). Thus, the process is iterated until a single record remains in the redacted ad list buffer or there are no further keywords from the user. Elements 16-20 of Figure 4 make up the first search engine (100).

[00053] Figure 5 is similar to Figure 4 except that the input of a keyword at (14) passes control to (24) which expands the input of each keyword, if possible, to include the original keyword and its synonyms. Thus, the process of Figure 5 is iterated until a single record remains in the redacted ad list buffer or there are no further keywords or synonyms to be tested. Elements 16-20 of Figure 5 make up the second search engine (110).